

## ABSTRACT

Electronic communication either sending or receiving data (text or graphics) via wireless technology: satellite, virtual blanking intervals, microwave, or radio frequencies provides a means to exchange advertising data.

The internet or any part thereof i.e. intranet or individual computer(s) is used for the composition of text and graphics and subsequently directed to one or all of the wireless technologies as mentioned in the above paragraph #1.

After the composition of the intended advertising message on the internet or computer(s) the carrier being one of the electronic systems described in paragraph #1 herein, would display the intended word or picture -- electronically on outdoor signs.